

DIGITAL

Lead Retrieval

Digital Media + Lead Retrieval	\$830
Max Exposure	\$775
Max Exposure + Lead Retrieval	\$1,225

Show Planner

Inside Front Cover	\$1,800
Page 3 Cover	\$1,800
Opposite Front Cover	\$1,800
Full Page Ad	\$1,500
Half Page Ad	\$1,000
Quarter Page Ad	\$750

Mobile App

Exclusive Sponsor	\$4,000
Banner Ad	\$3,500
Custom Push Alert	\$750

Website & Retargeting

Registration, Travel & Housing	\$1,500
Smart Ads Retargeting <i>50,000 impressions</i>	\$1,700
Smart Ads Retargeting <i>100,000 impressions</i>	\$2,890
Website Ad	\$1,750
Geo-Fencing <i>On-site, Semi-Exclusive</i>	\$2,800
Qualifi Select	\$3,600

EMAIL BLASTS

Attendee Email, Targeted

Now – Sept. 30	\$275/CPM
Premium, October	\$3,150
Premium, week before show	\$4,750

Product Highlights Shared Email

1x Shared Email <i>Post-Show</i>	\$725
3x Shared Email <i>May/June/July</i>	\$950
3x Shared Email <i>Pre-Show</i>	\$1,295
3x Shared Email <i>Post-Show</i>	\$1,295
6x Shared Email <i>Post-Show</i>	\$1,950

EXPO HALL

Private Meeting Rooms on the Show Floor

Large, 300 square feet	\$3,500
Medium, 200 square feet	\$2,500
Small, 100 square feet	\$1,500

Product Showcase

3'x 2' Table	\$625
4'x 4' Floor	\$875
6'x 2' Table	\$895
8'x 8' Floor	\$1,800

EVENTS, EDUCATION & MORE

Pool Design Challenge	\$500
Expo Stage Session	\$3,950
Spa Retailer Academy	\$7,500
PHTA's Breakfast With Champions	\$10,000
Welcome Party	\$30,000

MISCELLANEOUS

New Product Introduction	\$500
Show Bag Insert	\$1,600
Video Wall, 30-second spot	\$2,000
Video Wall, 60-second spot	\$3,900
On-Site Registration	\$16,750

POOL & SPA PROFESSIONAL

BUSINESS UPDATE (E-NEWSLETTER)

Position #1	\$1,800
Position #2	\$1,800
Position #3	\$1,800
Position #4	\$1,500
Position #5	\$900

YEAR-ROUND SOLUTIONS

Booth Shoot Videos	\$3,200
On-site Focus Group	\$10,000

SIGNAGE

Aisle Signs

Double-Sided, Common Aisle	\$650
Double-Sided, Main Aisle	\$1,800

Billboards

Expo Hall, Double-Sided, 1M	\$1,000
Lobby, Double-Sided, 1M	\$1,200

Floor Graphics & Door Clings

Expo Hall Floor Graphic, 2' x 2'	\$325
Expo Hall Floor Graphic, 4' x 4'	\$600
Expo Hall Floor Graphic, 6' x 6'	\$900
Lobby Floor Graphic, 6' x 6'	\$950
Single-Sided Door Clings <i>(Set of 24)</i>	5,000
Double-Sided Door Clings <i>(Set of 24)</i>	\$9,000

Lobby Signage

Lobby Column Wrap	\$3,000
Lobby Banners <i>Between Entrances</i>	\$4,500

Wall Graphics

A, B, C Wall Graphics	\$8,000
A – F Wall Graphics	\$15,000

Rotating Kiosks

Two Panels	\$2,500
Four Panels	\$4,500

PACKS

Digital Advertising	\$3,875
<i>"Splash Pack" – Targeted Email (Non-Premium: through Sept. 30); Show Planner, Full Page 4C Ad; Smart Ads Retargeting, 50k impressions. List price: \$4,575</i>	

On-Site Branding	\$5,445
<i>"Sunny Pack" – Aisle Sign, Double Sided, Common Aisle; Expo Hall Floor Graphic, 6x6'; Rotating Kiosks, Two Panels; 30-second Video Wall Spot. List Price: \$6,050</i>	

Product Promotion	\$4,600
<i>"Floatie Pack" – Product Showcase, 3 x 2 table; Product Highlights Shared Email, 6x, Post-Show; Expo Hall Billboard, Double-sided; Attendee Bag Insert. List price: \$5,175</i>	